

ORDER



Orders
Order / Rev: 723429
Alt Order #: 06384639
Product Desc: 428 NFIB
Estimate: 428
Flight Dates: 10/20/12 - 10/28/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: Political

WKYC

Primary AE: Alex Lavin
Sales Office: T-LA
Sales Region: NAT

Agency Name: Target Enterprises/ POL
Buying Contact:
Billing Contact:
 15260 Ventura Blvd, Suite 1240
 Sherman Oaks, CA 91403

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: National Federation of Independent B
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	60	\$137,150.00	\$116,577.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	60	\$137,150.00	\$116,577.50	6.00
Totals	60	\$137,150.00	\$116,577.50	6.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Alex Lavin			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	10/20/12	10/21/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$1,100.00	P-5	3.20	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1				\$1,100.00		3.20			
2	WKYC	10/20/12	10/21/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p / Su	-----S	:30	1	\$1,000.00	P-5	2.80	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,000.00		2.80			
3	WKYC	10/21/12	10/21/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,100.00	P-5	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,100.00		0.00			
4	WKYC	10/22/12	10/26/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	5	\$800.00	P-5	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$800.00		0.00			
5	WKYC	10/22/12	10/26/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	MTWTF--	:30	1	\$1,100.00	P-5	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		1				\$1,100.00		0.00			
6	WKYC	10/22/12	10/26/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$1,400.00	P-5	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	MTWTF--		5				\$1,400.00		0.00			

Order / Rev: 723429
 Alt Order #: 06384639
 Flight Dates: 10/20/12 - 10/28/12

Advertiser: National Federation of Independent Busi
 Product Desc: 428 NFIB
 Estimate: 428
WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
7	WKYC	10/22/12	10/26/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	5	\$800.00	P-5	0.00	NM	5	\$4,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5			\$800.00			0.00				
8	WKYC	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$1,800.00			0.00				
9	WKYC	10/22/12	10/26/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	MTWTF--	:30	5	\$2,500.00	P-5	0.00	NM	5	\$12,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5			\$2,500.00			0.00				
10	WKYC	10/22/12	10/26/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$1,800.00	P-5	0.00	NM	5	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5			\$1,800.00			0.00				
11	WKYC	10/22/12	10/26/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MTWTF--	:30	5	\$850.00	P-5	0.00	NM	5	\$4,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5			\$850.00			0.00				
12	WKYC	10/20/12	10/20/12	Saturday Night Live Saturday Night Live	CM	1130p-107a	-----S-	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S-		1			\$2,500.00			0.00				
13	WKYC	10/21/12	10/21/12	Sun 11-1135p LN SUN	CM	11-1135p	-----S	:30	2	\$3,000.00	P-5	0.00	NM	2	\$6,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		2			\$3,000.00			0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
	1	NKYC	10/15/12-10/21/12	Sun 11-1135p		11-1135p	-----Su	:30		(\$3,000.00)		0.00	NM			
	See MG 13.4															
	2	NKYC	10/15/12-10/21/12	Sun 11-1135p		11-1135p	-----Su	:30		(\$3,000.00)		0.00	NM			
	See MG 13.3															
	3	NKYC	10/21/12-10/21/12	Post NFL News		Various	-----Su	:30		\$3,000.00		0.00	NM			
	Ⓜ MG for 13.2 10/21 nfl late run															
	4	NKYC	10/25/12-10/25/12	Thu Prime B		9-10p	---Th----	:30		\$3,000.00		0.00	NM			
	Ⓜ MG for 13.1 10/21															
14	WKYC	10/22/12	10/28/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	MTWTF-S	:30	5	\$3,000.00	P-5	0.00	NM	5	\$15,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF-S		5			\$3,000.00			0.00				
15	WKYC	10/21/12	10/21/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$2,300.00	P-5	0.00	NM	1	\$2,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/15/12	10/21/12	-----S		1			\$2,300.00			0.00				
16	WKYC	10/22/12	10/26/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$2,600.00	P-5	0.00	NM	5	\$13,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5			\$2,600.00			0.00				
17	WKYC	10/22/12	10/26/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	5	\$1,800.00	P-5	0.00	NM	5	\$9,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5			\$1,800.00			0.00				
18	WKYC	10/22/12	10/26/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	5	\$2,500.00	P-5	0.00	NM	5	\$12,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	10/22/12	10/28/12	MTWTF--		5			\$2,500.00			0.00				
19	WKYC	10/21/12	10/21/12	NFL Football	CM	NFL Football	-----S	:30	1	\$30,000.00	P-5	0.00	NM	1	\$30,000.00	

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Regular Season Football											
				NFL Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$30,000.00		0.00			
													Totals	60	\$137,150.00